

# *Sponsorship Program*

The Celebrate Granby 225 Sponsorship Program offers several categories for consideration in assisting with the funding of Granby's 225<sup>th</sup> Birthday celebration.

These categories are:

- SUPER PLATINUM \$10,000
  - Windsor Federal Savings has purchased the exclusive rights for the fireworks display.
- PLATINUM \$7,500 for each of the four areas
  - Public Safety – Two sponsorships available
  - Transportation
  - Food & Beverage
  - Entertainment
- WHITE GOLD \$5,000 Parade Sponsorship
- GOLD \$2,500 Parade Sponsorship
- SILVER \$1,000 Parade Sponsorship
- BRONZE \$500 Monetary Donations
- PEWTER \$100-\$499 Monetary Donations
- PATRON \$20-\$99 Monetary Donations

Upon your review and selection, a Sponsorship Application Form has been included at the end of this packet for your convenience.

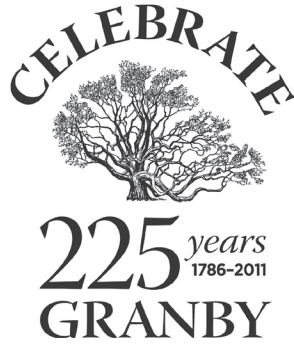
If you have any questions please call (860) 844-5356.



*Super  
Platinum*  
\$10,000

**The Super Platinum is the EXCLUSIVE Fireworks sponsor and will enjoy:**

- Listing as **exclusive** sponsor of fireworks in prominent place on our website: [www.granby-ct.gov](http://www.granby-ct.gov)
- One, 6' business banner identifying the company as the **exclusive** sponsor for the fireworks display. This banner will be included in the parade line-up and displayed at Salmon Brook Park.
- Color name and logo listed as the **exclusive** fireworks sponsor in media and marketing material included but not limited to:
  - Posters
  - Program booklet insert distributed through the *Granby Drummer*
  - The *Hartford Courant* supplement
  - Title of Exclusive Fireworks Sponsor in promo ads
  - Any printed material including press releases
- Vendor booth in prime location at Salmon Brook Park on 10/1/11
- Introduction at Salmon Brook Park as the **exclusive** sponsor of fireworks display
- Presentation of plaque in appreciation of sponsorship donation
- Food and drink vouchers valued at \$50
- Basket of memorabilia



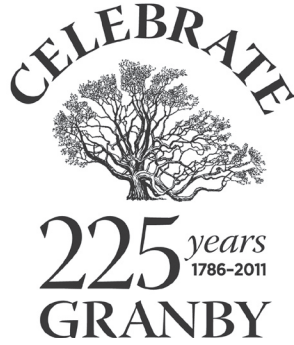
*Platinum*  
\$7,500 each

#### 4 Opportunities:

- *Entertainment*
- *Food & Beverage*
- *Transportation (2 sponsorships available)*
- *Public Safety*

#### **Each Platinum sponsor will enjoy:**

- One 6' color banner with the business name and logo on it, carried in the parade and hung at Salmon Brook Park on Oct.1, 2011 (Transportation sponsors may opt to have their banner attached to the side or back of the bus).
- Color name and logo listed as a platinum sponsor in ***all*** media and marketing material including but not limited to:
  - The program booklet insert distributed through the Granby *Drummer*
  - Recognition in The Hartford *Courant* supplement
  - Promo ads for the day of the event
  - Press release announcing specific sponsorship
- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)
- Introduction at Salmon Brook Park as one of our sponsors
- Presentation of plaque in appreciation of sponsorship donation
- Food and drink vouchers valued at \$35



## *White Gold*

\$5,000

### **Each White Gold sponsor will enjoy:**

- Parade Sponsorship with other white gold sponsors listed on a 6' shared parade banner in large print, with logo, carried in the parade and displayed at Salmon Brook Park on Oct. 1, 2011.
- Business name mentioned in the following marketing materials:
  - The program booklet insert distributed through the *Granby Drummer*
  - Recognition in The Hartford *Courant* supplement
  - Promo ads for the day of the parade
  - Press release announcing parade sponsorship
- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)
- Introduction at Salmon Brook Park as sponsor of parade
- Presentation of plaque in appreciation of sponsorship donation
- Food and drink vouchers valued at \$25

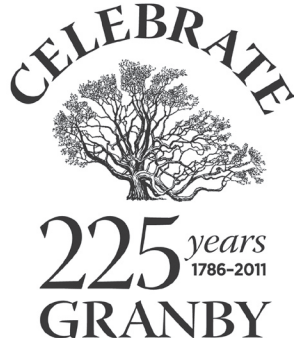
## *Gold*

\$2,500

### **Each Gold sponsor will enjoy:**

- Parade Sponsorship with other gold sponsors names listed on a shared parade banner.
- Business name mentioned in the following marketing materials:
  - The program booklet insert distributed through the *Granby Drummer*
  - Recognition in The Hartford *Courant* supplement
  - Promo ads for the day of the parade
  - Press release announcing parade sponsorship
- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)





## *Additional Sponsorship Opportunities*

### ***Silver*** \_\_\_\_\_ **\$1,000**

- Name or Company name listed on a ***shared*** parade banner with other silver sponsors, carried in the parade and displayed at Salmon Brook Park on Oct. 1, 2011.
- Business name mentioned in the following marketing materials:
  - The program booklet insert to be distributed through the Granby *Drummer*
  - Recognition in The Hartford *Courant* supplement
  - Press release announcing parade sponsorship
- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)

### ***Bronze*** \_\_\_\_\_ **\$500**

- Listed as BRONZE SPONSOR in the the following marketing materials:
  - Program insert to be distributed through the Granby *Drummer*
  - Recognition in The Hartford *Courant* supplement
- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)

### ***Pewter*** \_\_\_\_\_ **\$100-\$499**

- Listed as PEWTER SPONSOR in the program insert to be distributed through the Granby *Drummer*
- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)

### ***Patron*** \_\_\_\_\_ **\$20-\$99**

- Immediate listing as sponsor on our website: [www.granby-ct.gov](http://www.granby-ct.gov)



## TOWN OF GRANBY

### GRANBY RECREATION & LEISURE SERVICES

15C North Granby Road

Granby, CT 06035

860-844-5356

www.granby-ct.gov

# Sponsorship Application Form

Your Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

Web Address: \_\_\_\_\_

I would like to support the *Celebrate Granby 225* as a sponsor for the following Sponsorship Level:

<u>Sold</u>	Super Platinum	\$10,000
_____	Platinum (each)	\$ 7,500
_____	Public Safety (2)	_____ Transportation
_____	Food & Beverage	_____ Entertainment
_____	White Gold	\$ 5,000
_____	Gold	\$ 2,500
_____	Silver	\$ 1,000
_____	Bronze	\$ 500
_____	Pewter	\$ 100-\$499
_____	Patron	\$ 20-\$99

Total Amount Enclosed: \_\_\_\_\_

### Please make check payable to:

Celebrate Granby 225  
c/o Granby Recreation & Leisure Services  
15 N. Granby Road  
Granby, CT 06035

Please send your company's logo as a .jpg file to  
recreation@granby-ct.gov for posting on our sponsorship web page.



Granby Recreation & Leisure Services  
15 C North Granby Road  
Granby, CT 06035  
[www.granby-ct.gov](http://www.granby-ct.gov)  
860-844-5356  
[recreation@granby-ct.gov](mailto:recreation@granby-ct.gov)